



Image: Cheshire Dance project at Styal Prison Photo: Nick Gurney

## Arts and Public Health

## A Shared Vision for the North West

'It is our central belief that the arts have power to transform lives, communities and opportunities for people throughout the country.'

*Ambitions for the arts 2003-2006*, Arts Council England

At Arts Council England, North West, we recognise our task to promote and more fully understand the transformational power of the arts. Through a ground-breaking partnership with Public Health North West, we have the opportunity to build on a strong track record of work and to facilitate new and existing partnerships for the benefit of our North West communities.

'There is now a feeling that health is more than technology and measurements and targets. That mood change is very important.'

Rt Hon Estelle Morris MP, Minister for the Arts

'Arts should and will be an increasingly important contributor to health. Feeling good about yourself is an essential part of health as is the confidence to participate and we know of numerous examples of various forms of participatory art that have contributed to better health. Spreading such good work is very much our responsibility and one huge opportunity for the NHS is to incorporate access to art in the new premises development known as LIFT. Local Improvement Finance Trusts build premises for the NHS in and for local communities in response to need. An opportunity indeed.'

Dr David Colin-Thome, Head of Primary Care, Department of Health and GP in Runcorn

### Regeneration and NHS building programmes

The NHS is currently involved in the largest scale UK healthcare building programme of all time.

Through their Environment for Care programme, NHS Estates are building a community of interest in this area and feature LIME, based at Manchester Royal Infirmary and runner-up in the art04 Awards, as best practice in employing arts in large-scale capital investments.

RENEW is the North West's new Centre for Regeneration Excellence. Established by the Northwest Regional Development Agency (NWDA) and Government Office North West, the vision for RENEW is to combine the resources and talent available throughout the North West, providing the regeneration skills needed for the future renaissance of the region. Pioneering work at Hope Hospital and Salford LIFT programme facilitated by NWDA demonstrates the opportunities to derive regeneration value from health investment.

Phil Barton, RENEW Director says: 'The growing link between health, regeneration, good design and the arts offers real opportunities to maximise the value of health investment in building sustainable communities for the future. Artists can provide creative input to planning and consultation processes; provide training for Design Champions;

engage local people and professionals in developing new forms of engagement as well as contribute to improved health outcomes. The potential extends to government investment in other schemes such as Housing Renewal Pathfinders, Children's Centres and the Schools for the Future Programme. Blackburn with Darwen, for example, is planning for artists to be on the master-planning team for their housing renewal scheme.'



### Liverpool08

'Liverpool as European Capital of Culture 2008 provides us with real opportunities for further developing work across the arts and health sectors to ensure that there is sustained and irreversible change in this exciting and growing area. One of the greatest legacies Liverpool can leave as Capital of Culture is improvement in the health and well-being of the local population.'

Claire McColgan

Head of Creative Communities, Liverpool Culture Company

Julie Hanna was recently appointed as Creative Health and Well-Being Manager to the Creative Communities Team, and will have a significant role in developing creative partnerships across arts and health boundaries in Liverpool.

### Promoting healthy choices and equality in healthcare

*Choosing Health* - the Public Health White Paper - identifies 80 Spearhead Primary Care Trusts (28 of which are in the North West) who will require additional support and innovative ways to tackle the severe health inequalities in their areas.

Already arts investment in local authorities such as Knowsley, Bolton and Salford has generated partnership posts with Primary Care Trusts to bring the skills of participatory arts organisations and artists in engaging with vulnerable groups.





Image: students from Campion High School in shot from film

## Base Chorus, Hear I Am

'In Spring 2004, Base Chorus was commissioned by the Liverpool Culture Company to make a film with students from Campion High School in Everton. The aim was to create 'a non naturalistic, poetic' film using lyrics, words, images and music created by the students.

The participants wanted us to look not just at their neighbourhood but universal questions concerning alienation and loneliness, prejudice and fear. I can say it was one of the most uplifting and stimulating experiences I have ever encountered during my time working in the arts.

With application and care and diligence, all of us are capable of producing an artistic statement and making the world a psychologically healthier place in which to live.'

Patrick Dineen, Artistic Director, Base Chorus Productions

Further information from: [basechorus@aol.com](mailto:basechorus@aol.com)



Image from Liverpool Arabic Arts Festival 2004

## Bluecoat Arts Centre and the Liverpool Arabic Arts Festival

From the outset in 1999, Liverpool Yemeni Arabic Club (LYAC) and the Bluecoat had the vision to bring about an annual festival of Arabic Arts in Liverpool. It has grown from a two-day modest weekend event in July 2000 to a week-long festival

in 2004 and is the only significant annual Arabic Arts Festival in the UK.

'The festival has made a significant positive impact specifically on the Yemeni/Arabic Community. Many women, for example, who had never participated in any city entertainment in the past took part in the range of activities offered by the festival.

Having worked in public health for many years, the impact of mobilising a community through arts has been far more effective and appealing than through public health.'

Taher Ali Qassim, Chairman, Liverpool Yemeni Arabic Club

Further information from: LYAC;  
email: [lyac-1@hotmail.com](mailto:lyac-1@hotmail.com)



Image: Cheshire Dance project at Styal Prison Photo: Nick Gurney

## Cheshire Dance at HMP Styal

Cheshire Dance has been delivering dance in HMP Styal since October 2002, through a project with Dance United, with more performances planned for summer 2005.

The health concerns among the prison population are extensive: 80% arrive with severe drug addiction problems, 30% self-harm and 50% are mothers or primary carers. Participants are exercising for up to 12 hours a week, developing aerobic fitness, balance, mobility, body awareness and anatomy.

'I was pure angry over the weekend, and I took it out on my dance, you know, instead of lashing out at someone or screaming at someone, I was just totally focused and just totally took it out on the dance, and all me anger and everything came out... it were brilliant.'

Further information from: Adam Holloway;  
phone: 01606 861770.





Image: textile piece from Beginning with C project; artist: Karen Woods

### Halton Arts for Health, Beginning with C

In 2003, Halton Arts for Health, Halton Primary Care Trust, Widnes and Runcorn Cancer Support Group, North Cheshire Hospitals NHS Trust and Halton Borough Council's Arts Development Team embarked on a collaborative journey to create visual artworks which raise awareness of the individual's experience of cancer.

Photographer Malcolm Glover and textile artist Karen Woods worked with people to express the emotional impact of a cancer experience through creating inspiring panoramic photographs and a sensitive series of textile pieces to translate the individuals' cancer journeys.

The subsequent conference brought together participants, artists, healthcare staff and support groups. Beginning with C also delivered high-quality training for healthcare professionals.

'Beginning with C changed my view of cancer.' Warrington Hospital Staff Nurse.

Further information from: [www.halton.gov.uk](http://www.halton.gov.uk)

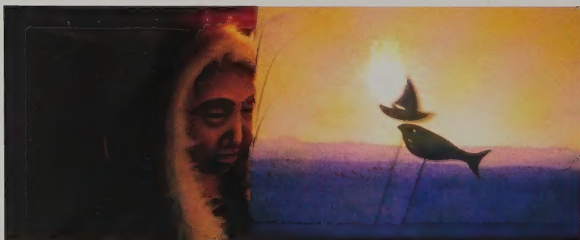


Image: from Guided Imagery 2004: Voyage of the Unicorn

### Horse + Bamboo

#### Guided Imagery 2004: Voyage of the Unicorn

Guided Imagery sets out to create a quality sensory experience for young disabled people producing a

unique world of powerful stimuli – sounds, images, colours, smells, textures – through which a participatory journey is taken. The Voyage of the Unicorn, an epic sea adventure provided a powerful learning process for the participants, care workers, teachers and trainers.

The young people who participated had varying degrees of difficulties, ranging from autism to profound and multiple learning difficulties (PMLD). The project had wide-ranging benefits, educational, problem solving, communicational and therapeutic.

Uniquely, though, no Guided Imagery 'journey' is ever identical to one that has preceded it. The series of events that unfold and the experiences they will encounter will be directed by their individual abilities, emotional state and reactions.

Further information from:

[www.horseandbamboo.org](http://www.horseandbamboo.org)



Image: More Music in Morecambe drumming workshop

### More Music in Morecambe

More Music in Morecambe (MMM) is a community music residency based in Morecambe. It uses the vehicle of music to improve self esteem, self confidence, concentration, cooperative skills and physical coordination to help people in other areas of their lives.

MMM runs Opening Times, a very successful training programme that is aimed at giving health workers; youth and community workers, musicians and teachers new skills in running workshops in the community.

Drumming is a great first step into music-making. Group rhythm work helps with building stamina and concentration, gets the blood flowing and heart beating and is great fun.

Further information from: [www.mormusic.net](http://www.mormusic.net)





Image: from *White Trash*

**Quarantine  
White Trash**

‘Everywhere Quarantine delves, it uncovers the extraordinary in the seemingly ordinary and banal...’  
Lyn Gardner, *The Guardian*  
*White Trash* was a dirty ballet of reality devised with seven young white working class men from Manchester and Salford. Performance material was created from their own histories and their own personal experiences. Each project investigates the world around us and asks questions for which we have no ready answers. This is theatre with deliberate raw edges, a sense of possibility rather than finality.  
‘There’s an uneasy relationship between art for art’s sake and art for society’s sake but Quarantine has tried to question and confound those boundaries. A society that stomachs challenge and new ideas is more likely to be a healthy society...’  
Richard Gregory, Artistic Director, Quarantine  
Further information from: [www.qtine.com](http://www.qtine.com)



Image: Play Specialists in training workshop at Tate, Liverpool

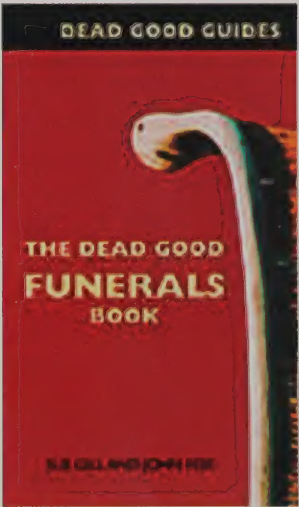
**Tate Liverpool  
Opening Doors: The art gallery as a resource  
for learning**

Opening Doors is an eight-week accredited development course offering people working in health and social services the opportunity to share

expertise and ideas and to develop creative approaches.  
Tate Liverpool offered Alder Hey Children’s Hospital’s 26 Play Specialists a range of programmes to develop the confidence and creativity of their team. This ongoing partnership has given momentum to a planned Arts Learning Strategy for the whole hospital and an artist-in-residency project.  
‘A lot of us had a blinkered expectation of modern art, but after the workshop everybody became more open to fresh ideas. Even though the children can’t go to the Tate, it brought the Tate to the children.’  
Shirley Sinnott, Play Specialist Ward K3, Alder Hey  
Further information from:  
[www.tate.org.uk/liverpool](http://www.tate.org.uk/liverpool)

**Welfare State  
International**  
Welfare State International (WSI) is one of Britain’s leading participatory arts companies with expertise in devising celebratory projects that involve the whole community, such as the 21st Lantern Festival in Ulverston in 2004.  
WSI is committed to working with people to mark occasions that have meaning for them.

Sue Gill led the ceremony of remembrance at Great Ormond Street Hospital for Children and has also worked on ceremonies to celebrate the successful outcome of adoption.  
‘We are seeking a culture...where more people will actively participate and gain the power to celebrate moments that are wonderful and significant in our lives.’  
John Fox, Welfare State International (from his book, *Eyes on Stalks*)  
Further information from: [www.welfare-state.org](http://www.welfare-state.org)



Cover of *The Dead Good Funerals Book*

**Individuals and Communities**

those suffering from illness or injury, preventative care for children, young and older people / low income neighbourhoods / culturally diverse communities

**Local  
Delivery**

**NHS Trusts**  
Secondary care:  
Specialised and  
acute hospital  
services  
**Mental Health  
Trusts**

**Primary Care  
Trusts**  
GPs, Pharmacists,  
Dentists,  
Opticians, NHS  
Walk-in centres  
**Ambulance  
Trusts**

**Local Government**  
Health Strategic  
Partnerships  
Local Delivery Plans  
with Social Services,  
Education, Housing,  
Transport,  
Regeneration...

**Business  
Sector  
Community  
and Voluntary  
Sector  
Social  
Entrepreneurs**

**Some Sub-regional Bodies and Networks**

3 NHS Strategic Health Authorities: performance management  
3 Directors of Public Health Networks 3 cancer networks, North West Public Health  
Academic Network...

**Regional  
Strategy**

**Northwest  
Regional  
Development  
Agency**  
Health and  
Social  
Inclusion,  
Design and  
Built  
Environment

**Regional Offices of  
Department of Health  
Agencies**  
eg Regional Health Protection  
offices,  
Health Development Agency (new  
NIHCE) regional teams,  
Regional Public Health  
Observatory (based at John  
Moores University) ....

**Government  
Office North  
West**  
Public Health  
North West

**North West  
Regional  
Assembly**  
Action for  
Sustainability  
Equity and  
Diversity

**National  
Policy**

**Modernisation Agency**

**CHAI** (Commission for  
Health Audit and  
Inspection)

**Health Protection  
Agency**

**NIHCE** (National Institute  
for Health and Clinical  
Excellence)

**NHS Estates**

**Food Standards  
Agency**

**Department of Health**

Health and social care policy / Guidance / Publications / NHS Improvement Plan / Research and  
Development / Statistics  
modernisation / social and economic regeneration / equity and inequalities / neighbourhood renewal /  
public involvement and engagement / sustainability



Public Health North West is one of nine regional teams responsible for promoting and protecting the health of the population of England and is led by Professor John Ashton. The team ensures that public health policy is implemented and sustained and that innovation and networks are developed through close working with partner organisations. Within the healthcare sector, major players are the three Strategic Health Authorities in the North West who channel funds, build capacity and provide strategic guidance across local agencies.



The 42 Primary Care Trusts (PCTs) in the region are central to the implementation and development of primary and community health services.

The Policy Team at Public Health North West is charged with developing the North West Investment for Health Plan. It was as part of this development that the arts were initially recognised as a contributor to public health in the North West. Key current priorities include housing, education and children and young people.

Cathy Wynne heads up the Programmes' Team which concentrates on the following development areas:

- Physical Activity
- Tobacco: a Smoke Free North West
- Food and Nutrition
- The Five-a-day School Fruit and Veg Scheme
- Teenage Pregnancy and Sexual Health
- Mental Health (through a joint-funded post with National Institute for Mental Health)
- Healthy Settings
- Arts and Culture

## Health Development Agency (North West)

[www.hda-online.org.uk/html/about/north-west](http://www.hda-online.org.uk/html/about/north-west)

The HDA is the national authority on what works to improve people's health and reduce health inequalities. They gather evidence and produce advice for policy makers, professionals and

practitioners, working alongside them to get evidence into practice.

A useful HDA publication is *It opened my eyes: using theatre in education to deliver sex and relationship education*. A Good Practice Guide; Sawney, F. Sykes, S. Keen, M. Swinden, L. McCormick, G. (2003); available from the HDA website.

## Health Protection Agency North West

[www.hpa.org.uk/northwest](http://www.hpa.org.uk/northwest)

Health Protection Agency (HPA) North West provides specialist health protection advice, operational support and input to the development and implementation of policy to the National Health Service (NHS) and other agencies. These health protection services relate to communicable disease, chemical and radioactive hazards.

HPA North West is keen to engage with the arts sector, particularly in regard to developing its Children's Strategy and is currently supporting a production of *Emma*, a one-hour musical play about relationships and sexual health, followed by a facilitated discussion.

For further information email [hugh.lamont@hpa.org.uk](mailto:hugh.lamont@hpa.org.uk) or phone 0151 482 5728 or 07764 906508.

## North West Public Health Observatory

[www.nwpho.org.uk](http://www.nwpho.org.uk)

North West Public Health Observatory (NWPHO) provides a resource to local agencies, populations and networks, with comprehensive access to public health information and expertise to inform and shape health policies and best practice.

Currently NWPHO is working with Arts Council England to gather information on arts and health projects and contacts in the region, with a view to providing an openly accessible resource. You can input information on projects at [www.nwph.net/arts](http://www.nwph.net/arts)

## Evidence and research

The health sector values evidence-based practice. There is now a body of evidence for arts and health work, as well as an increasing acceptance of the value of personalised, qualitative research.

Examples at North West universities include:

- at Salford University, the Institute of Public Health Research and Policy (Prof Baker/M.Black) and the Adelphi Research Institute for Creative Arts and Sciences (Prof Cooper/Dr Davey) run research focusing on the design aspects of urban regeneration and impacts on health
- Arts for Health at Manchester Metropolitan University is undertaking a regional project funded by the Treasury's Invest to Save programme

- at St Martin's, students on Public Health programmes are developing digital photography and video skills
- University of Central Lancashire is running an intensive MA in arts and health this year and hosts the Healthy Settings Unit

## Arts, health and well-being: a strategy for partnership

Over the last year as part of our wider Social Inclusion Framework, Arts Council England has been developing a national strategy for engaging with the health sector. A first draft is now in circulation with four key priorities for development, which are: healthy communities, built environment, workforce development, and children and young people.

## Contacts

Polly Moseley, Arts and Health Development Officer

Arts Council England, North West

Email: [polly.moseley@artscouncil.org.uk](mailto:polly.moseley@artscouncil.org.uk)

David Gaffney, Regional Partnerships Officer  
Arts Council England, North West

Email: [david.gaffney@artscouncil.org.uk](mailto:david.gaffney@artscouncil.org.uk)

Meli Hatzirhysidis, Lead on Health Strategy  
Arts Council England (national office)

Email: [meli.hatzirhysidis@artscouncil.org.uk](mailto:meli.hatzirhysidis@artscouncil.org.uk)

Clive Parkinson, Invest to Save Manager  
Manchester Metropolitan University

Email: [c.parkinson@mmu.ac.uk](mailto:c.parkinson@mmu.ac.uk)

Julie Hanna, Health and Well-Being Manager  
Liverpool Culture Company

Email: [julie.hanna@liverpool.gov.uk](mailto:julie.hanna@liverpool.gov.uk)

## Websites

National Network for the Arts in Health:  
[www.nnah.org.uk](http://www.nnah.org.uk)

NHS Estates: [www.nhsestates.gov.uk](http://www.nhsestates.gov.uk)

Commission for Architecture and the Built Environment: [www.cabe.org.uk](http://www.cabe.org.uk)

Northwest Regional Development Agency:  
[www.nwda.co.uk](http://www.nwda.co.uk)

Health Impact Assessment Gateway:  
[www.hiagateway.org.uk](http://www.hiagateway.org.uk)

For a review of the medical literature, by Dr Rosalia Lelchuk Staricoff visit  
[www.artscouncil.org.uk](http://www.artscouncil.org.uk)

To let us know about your projects please go to  
[www.nwph.net/arts](http://www.nwph.net/arts)



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